

HISTORY OF THE USERS OF PERFINs
NEW IDEAL HOMESTEADS LTD

By Arthur Smith

In 1929 Mr.Leo Meyer went into partnership with Mr.A.E.Blackwell to establish a new company, known as New Ideal Homesteads Ltd., working from a small office in Erith Road, Bexleyheath.

Mr.Meyer was an engineer with Erith Council and knew North East Kent well, which was why he chose this part of Southern England for his firms first enterprise. The new estate was in Shepherds Land, Dartford, and was soon followed by larger sites in Welling, Orpington, Sidcup and on Carlton Park Estate, Erith, in an area of 100 acres of open land.

The area houses differed in type and cost and, as shown in the photocopy, the Type "L" in Erith cost £395 freehold, with a £10 deposit and a weekly payment of 11 shillings (about 55p today). The houses were fitted with more modern conveniences than houses in some other areas and had a solid fuel boiler to provide constant hot water to the kitchen, sink, bath and basin.

Over subsequent years, under Leo Meyer's dynamic leadership and guidance, the Company expanded rapidly in a remarkably short time. In less than four years the firm and its associate companies built and sold to owner occupiers, over 7,000 houses, all within easy reach of London, at prices between £300 and £1,000.

In 1934 the Company became a public corporation called Ideal Building and Land Development Company Limited and there were five main associate companies.

The Company went from strength to strength until the outbreak of the Second World War in 1939 when the construction of new homes had to cease. Leo Meyer then placed his firm's services at the disposal of the Government for war work and for over six years carried out defence contracts to a value of over £20 million.

Leo Meyer died in February 1961 after 32 years devoted service to the Company. He was succeeded as Chairman by Harold Drayton and over the years there followed a number of other Chairmen.

Leo, if alive today, would be thrilled to know that his original houses in Erith are still called "Ideal Homestead" and cost in the region of £35-75,000.

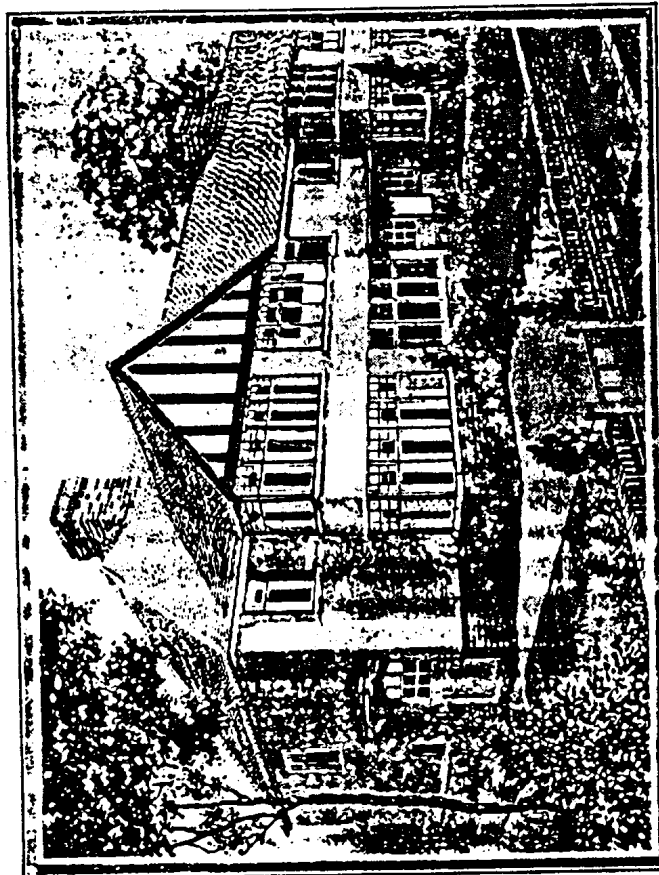
The perfin used in Erith was as shown below and a stamp of KGV, 2d orange, SG368, on an invoice has this perfin, i.e.-

CAT No. N1820.01a 11,4,10/6 4½mm I - O.

Note: The perfin, with identification, is not recorded in The New Identified G.B. Perfins Catalogue or Illustrated Catalogue.

NEW IDEAL HOMESTEADS, LIMITED.

£395 Freehold 1932 Super Homesteads Type "L" **£395 Freehold**



ALL BRICK
CONSTRUCTION

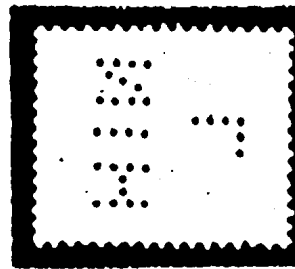
£10

Deposit

ENGLISH ROOF
TILES.

11/-

Weekly



Fully-fitted Kitchen.
Main Drainage.

Spacious Living Room. 3 Bedrooms.
Bath and W.C. Electric Light and Gas.
Garage room to each house.

CARLTON PARK ESTATE, ERITH.

Phone: ERITH 345.

PENHILL PARK ESTATE, SIDCUP.

Phone: BELLINGHAM 141.

No. 21831

NEW IDEAL HOMESTEADS, LTD.

IDEAL HOUSE, CARLTON ROAD, ERITH.



22 OCTOBER 1933

Received from MR. EDWARD ALEC BENHAM

161. ELTHAM ROAD, UPPER HOLLOWAY

the sum of FIVE POUNDS

on account of 23 CARLTON AVENUE - 2001

£ s. d.

DEPOSIT (Not Returnable) .

PAYMENT ON POSSESSION .

BUILDING SOCIETY'S SURVEY FEE .

INSURANCE .

For and on behalf of
NEW IDEAL HOMESTEADS, LTD.

